

ORDER



KSJV

Orders	Order / Rev:	105643	Primary AE:	Amy McCreary
	Alt Order #:	06843574	Sales Office:	BLPHI
	Product Desc:	RESTORE OUR FUTURE	Sales Region:	National
	Estimate:	548		
	Flight Dates:	08/21/12 - 08/27/12		
	Original Date / Rev:	08/17/12 / 08/31/12		
	Order Type:	GENERAL		
Agency	Name:	Mentzer Media Services, Inc.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		600 Fairmont Ave. Towson, MD 21286	Agency Commission:	15%
Advertiser	Name:	Restore Our Future - Revised	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLI2	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSTUE, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	98	\$90,900.00	\$77,265.00
08/27/12	08/27/12	18	\$15,775.00	\$13,408.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	98	\$90,900.00	\$77,265.00	0.00
September 2012	18	\$15,775.00	\$13,408.75	0.00
Totals	116	\$106,675.00	\$90,673.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	32%	\$106,675.00
Market	100%	\$333,359.38

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$120,009.38
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	14%	\$46,670.31
KTUD	0%	\$0.00
KVVU	10%	\$33,335.94
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$26,668.75

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/21/12	08/24/12	M-F 6-7a WakeUp w/WagM	6-7a		-TWTF--	:30	4	\$1,000.001	0.00	NM	4	\$4,000.00	

WAKE UP

Start Date End Date Weekdays Spots/Week Rate Rating

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	KSNV	08/26/12	08/26/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 -----S 1 \$1,100.00 0.00															
E 25	KSNV	08/26/12	08/26/12	Sports Night in Las Vegas	GM	Sun 1135p-1200a	-----S	:30	2	\$400.001	0.00	NM		2	\$800.00
SPORTS/VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 -----S 2 \$400.00 0.00															
E 26	KSNV	08/27/12	08/27/12	M-F 6-7a WakeUp w/Wag	GM	6-7a	M-----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 M----- 1 \$1,000.00 0.00															
E 27	KSNV	08/27/12	08/27/12	Today Show	CM	658a-9am	M-----	:30	1	\$1,500.001	0.00	NM		1	\$1,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 M----- 1 \$1,500.00 0.00															
E 28	KSNV	08/27/12	08/27/12	M-F Today Show II	3rd H	9-10a	M-----	:30	1	\$900.001	0.00	NM		1	\$900.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 M----- 1 \$900.00 0.00															
E 29	KSNV	08/27/12	08/27/12	M-F Today Show III	4th H	10am-11am	M-----	:30	2	\$450.001	0.00	NM		2	\$900.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 M----- 2 \$450.00 0.00															
E 30	KSNV	08/27/12	08/27/12	Rachael Ray	CM	11am-12pm	M-----	:30	2	\$325.001	0.00	NM		2	\$650.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 M----- 2 \$325.00 0.00															
E 31	KSNV	08/27/12	08/27/12	Noon News	CM	12-1230pm	M-----	:30	1	\$425.001	0.00	NM		1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 M----- 1 \$425.00 0.00															
E 32	KSNV	08/27/12	08/27/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$700.001	0.00	NM		1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 M----- 1 \$700.00 0.00															
E 33	KSNV	08/27/12	08/27/12	M-F Early News	CM	5-630p	M-----	:30	2	\$1,200.001	0.00	NM		2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 M----- 2 \$1,200.00 0.00															
E 34	KSNV	08/27/12	08/27/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	2	\$1,300.001	0.00	NM		2	\$2,600.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 M----- 2 \$1,300.00 0.00															
E 35	KSNV	08/27/12	08/27/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 M----- 1 \$1,000.00 0.00															
E 36	KSNV	08/27/12	08/27/12		CM	11pm-1135pm	M-----	:30	2	\$1,100.001	0.00	NM		2	\$2,200.00

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M-F News 3 at Eleven															
M-F News 3 at Eleven															
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/27/12 09/02/12 M----- 2 \$1,100.00 0.00															
E 37	KSNV	08/27/12	08/27/12	The Tonight Show	CM	1135p-1237a	M-----	:30	2	\$750.001	0.00	NM		2 \$1,500.00	
Tonight Show															
TONIGHT SHOW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/27/12 09/02/12 M----- 2 \$750.00 0.00															
													Totals	116 \$106,675.00	